

Farmers Market Manager Training Course

The number of farmers markets and direct market vendors in our state has increased. In 2004 the North Dakota Farmers Market and Growers Association (NDFMGA) identified only 10 farmers markets and limited vendors in the state. Fourteen year later the association has over 50 farmers markets and nearly 400 vendors across the state. As the association expands NDFMGA market managers and vendors have voiced a need for technical assistance and support to sustain and expand farmers markets to meet consumer demand in North Dakota.

Many of our farmers markets in North Dakota are undergoing a cultural shift. Previously some vendors were casual about their labelling and handling practices, viewing farmers market as a hobby or a way to offload excess harvest. We are seeing (and encouraging) more vendors who take their farmers market business seriously, view it as a viable source of income, and strive for excellence in their presentation and customer interactions.

DCB and the NDFMGA have developed an online course to assist North Dakota farmers market managers and others interested with new market ideas and ways to increase their customer base at the local farmers market.

Course topics will include:

- Marketing skills,
- Organizational management and communication,
- Planning community events,
- Setting up a market for effective customer traffic flow,
- Elements of market booth design and effective signage
- And more..!

Course Fee: \$99.00



This course is developed by Dakota College at Bottineau. The course development was sponsored by USDA Rural Development and the North Dakota Farmers Market and Growers Association.



CALLING ALL CURRENT FARMERS MARKET MANAGERS!

**COURSE SCHOLARSHIP AND
\$400 STIPEND ON
COMPLETION!**

North Dakota Farmers Market and Growers Association (NDFMGA) is offering a Market Manager Training Scholarship and Stipend for all **current** market managers who take and complete this course. If you are currently a market manager please make sure to register under the Online Market Manager Training Scholarship Course and to verify your farmers market when you register for the class. Once your market is verified your course fee will be paid by the NDFMGA and you will receive a \$400 stipend after your completion of the course. For more information please contact:

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Committed to the future of rural communities.

